

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:677
ANSWERED ON:26.11.2014
DIALECTS IN TV SHOWS POPULAR MEDIA
Sreeramulu Shri B.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is aware that regional dialects are not being given adequate importance in television shows/popular media in various languages, including Kannada;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government proposes to give adequate representation to dialects in television shows/popular media; and
- (d) if so, the details thereof and the steps taken/likely to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI RAJYAVARDHAN RATHORE (RETD.))

(a) to (d): Doordarshan has informed that the programmes in regional languages /dialects are regularly being telecast through respective Regional channels of Doordarshan.

Programmes in Kannada as well as in Tulu, Konkani and Kodava, the three dialects of Regional Language Kannada, are being produced and telecast by Doordarshan Kendra, Bangalore on DD Channels. The details of the Programmes being telecast on this channel are enclosed at Annexure.

All India Radio (AIR) has informed that AIR's communication policy envisages broadcast in different languages and dialects to meet the communication needs of listeners in the various parts of the country. Accordingly, broadcast is done in 23 languages and 146 dialects. For Stations in Karnataka, Kannada is the principal language of broadcast. The main objective of the broadcast of programme in various languages and dialects is to provide the linguistic minorities a forum for their culture, literary and artistic expressions. AIR stations especially in remote and tribal areas broadcast programmes in a number of local dialects in view of the communication imperatives. Hence, all efforts have been made to provide adequate representation to various languages/ dialects in its programmes planned and broadcast in different formats like Spoken Word, Drama, Music and News/ Current Affairs.

Regarding Private TV channels, the Ministry of Information & Broadcasting gives permission to Private satellite TV channels under the Policy Guidelines of Uplinking/Downlinking of Television Channels in India, 2011. The channels can transmit in any language or dialect of their choice as indicated in the permission letter of this Ministry. However, language permission specifically is not a mandatory requirement under the Guidelines